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**Bureau of Foreign and Domestic Commerce**

**AMOS E. TAYLOR, *Director***

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**Economic Series No. 34**

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**An Outline for Making**  
**SURVEYS**

**Especially adaptable in evaluating the industrial and commercial status of a community or region and potentialities for improving its position in both the industrial and consumer market**

**Prepared in**

**Special Studies Unit**

**Division of Small Business**



**UNITED STATES**  
**GOVERNMENT PRINTING OFFICE**  
**WASHINGTON : 1944**

# Foreword

This bulletin is the second revision of a publication first issued in 1931 as a guide to the technique and source material for use in making local or regional industrial and commercial surveys. The 1931 edition has long been out of print and the supply of its 1938 revision has recently been exhausted.

A revision is warranted by the greatly increased activity in community surveys incident to post-war planning by business, civic, and governmental interests and by the large amount of pertinent reference material made available in recent years. Changes made in the present booklet are principally in the integration of the comprehensive survey outline and the list of references, the deletion of obsolete sources and the addition of new ones, and some rewriting of the text to broaden its scope and to improve its usefulness.

An Outline for Making Surveys is offered for the use of city and State officials, chambers of commerce, planning commissions, and representatives of other agencies who desire to conduct area surveys, as well as for manufacturers, distributors, research directors, and other individuals having an interest in the subject.

Its value to small business can be great in encouraging surveys which will high-spot market possibilities for small manufacturers and distributors, as well as industrial and commercial opportunities open to individuals interested in entering business as proprietors for the first time.

This edition was prepared by C. S. Logsdon, of the Special Studies Unit, under the direction of Wilford White, Chief. Helpful assistance was given by the Regional Business Consultants of the Department of Commerce, by Marjorie D. Veith of the Commercial Intelligence Unit, and by other staff members of the Bureau of Foreign and Domestic Commerce.

AMOS E. TAYLOR, *Director,*  
*Bureau of Foreign and Domestic Commerce.*

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## **Check List of Stages of Procedure in Making Local or Regional Surveys**

1. Prepare a specific statement of the purpose of the survey.
2. Provide for funds to cover the cost of the survey and follow-up work.
3. Obtain competent personnel for directing and completing the work.
4. Prepare a job analysis, to insure an understanding of the objective and limitations of the survey project.
5. Prepare a preliminary draft of outline for the approval of the sponsors.
6. Investigate to discover how much of the desired information has already been assembled by other agencies.
7. Bring together published data available from other sources.
8. Make a field survey if any additional information is needed.
9. Check carefully to insure that assembled material is correct and as complete as possible or necessary.
10. File information systematically under a workable classification of subjects.
11. Present periodic progress reports to sponsors.
12. Prepare final report, preferably in loose-leaf form.
13. Maintain files in some permanent organization, keeping information up to date for current use by organizations and individuals interested.

# **An Outline for Making Surveys**

## **Section I**

### **Planning, Making, and Using the Survey**

#### **Clarifying the Purpose of Community Surveys**

THE underlying reason for many of the difficulties experienced in making a local or regional survey is the lack of a clearly defined purpose. Whatever the objective, it should be defined and agreed to by the sponsors of the proposed research and thoroughly understood by the technicians responsible for collecting the necessary data.

An understanding that the purpose is "to attract industry and business" or "to plan for the post-war period" is, of course, too vague a basis on which to start gathering information. These general aims of practically every community must be brought down to something specific.

If the area already has a civic or trade organization, such as chamber of commerce, merchants' association, or planning commission, with a backlog of experience in survey work, the clarification of purpose may be relatively simple. If a local Committee for Economic Development has been organized, its function of stimulating company-by-company post-war preparation will be of great assistance. Similarly, if locally organized businessmen are working to strengthen business in their community through the program outlined by the United States Department of Commerce, they may share some of the burden of determining objectives.<sup>1</sup>

These efforts may supply the initial inspiration and facilitate the agreement on basic purposes, but over-all planning and direction may require the continued activity of a more generally representative group, which should include, in addition to participants from individual companies and local businessmen, financial institutions, newspapers, university or college bureaus of business research, the engineering and planning department of local government, local labor organizations, service clubs, and so on.

Such a commission or committee should work very closely with the financial sponsors in the definition of purposes. Preliminary meetings might well be in the form of a "community conference," with wider than committee attendance, at which frank discussion will tend not only to determine the validity of purposes proposed but to enlist broad interest and support in the subsequent data-gathering stage.

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<sup>1</sup> Information regarding the C. E. D. program may be obtained from Field Development Division, Committee for Economic Development, 285 Madison Avenue, New York 17, N. Y. The Department of Commerce suggestions are outlined in Community Action for Post-War JOBS & PROFITS, U. S. Department of Commerce, Washington 25, D. C.

## Some Practical Purposes of Community Surveys

The agreed-upon objective may be a very comprehensive one contemplating the long-run industrial and commercial development of the area. The purpose may directly relate to one or more of many possible developments within the general objective or it may be confined to the proposed study of some single factor that looms as a subject of immediate interest or concern in a community, though only indirectly related to industry or commerce. A large variety of possibilities in the way of purposes was necessarily considered in preparing the adaptable outline in section II. The following are merely examples of some that have been mentioned in connection with surveys completed or under way:

1. To make a complete survey of a city or region as a basis for analyses to improve it industrially, commercially, and socially; and to assemble the data in convenient form so that special reports can be prepared for the use of local business, outside industries, and governmental agencies.
2. To obtain such facts concerning local resources, facilities, and general characteristics as would be of significance to specific industries considered suitable in the light of data from the survey.
3. To investigate the opportunities for increasing employment, or stabilizing current employment, by making an intensive study of the status of the local labor force, current and anticipated trends in employment within the major types of local industry and commercial enterprise, the kinds of industry that have given the most satisfactory employment in war-established or expanded industries, and the kinds of industrial business or specialized activity that should be encouraged to remain, expand, or to locate in the city or region.
4. To make a survey of transportation facilities, trends in local taxation, regulation, evidences of cooperative attitudes by local government, the existence of adequate capital and financing facilities, and important social aspects such as should be of significance to a specific industry known to be comparing communities equally advantageous with respect to raw materials or other physical resources.
5. To investigate industrial plant facilities, bridges, schools, and other public buildings, recreation facilities, zoning needs, transportation within the city, housing conditions, construction costs, and relative needs and opportunities for expansion in local building and construction activities.
6. To make an intensive survey of consumer purchasing power, distribution of family income, and buying habits for business and other economic uses.

## Scope of Community Surveys

In determining the scope of the survey, initial consideration must be given to the quality of personnel available to do the work. Of scarcely less importance are the nature and extent of other than financial cooperation to be expected from local sources of information or that may be needed to supplement published data.<sup>2</sup>

Limitations as to time of completion, adequacy of facilities for assembling and tabulating the material, and the extent of provisions for keeping important information up to date are also influencing factors.

Preliminary knowledge of these limitations or opportunities will facilitate scope decisions. There is a self-evident advantage in

<sup>2</sup> These local sources of information are approximately detailed in the references cited in the basic outline (section II).

drafting a "job analysis," setting up these factors before forming conclusions as to the scope of the individual project.

### **Competent Investigators**

Too much stress cannot be placed on the need to have all the work in collecting and interpreting the facts accomplished under competent direction. If the chief purpose of the survey, for example, is to discover the opportunities for new industries, there is little question but that an individual or individuals familiar with the problems of industry should be connected with the project.

There is an advantage in engaging a trained outsider who will act as a consultant to the sponsors and to the local staff from time to time. His recommendations concerning territorial scope and subject matter will come from a technical understanding of fundamentals and will facilitate the recognition and solution of local problems by the application of experience gained elsewhere.<sup>3</sup>

It must again be emphasized, however, that what is best for the individual project cannot be determined from any general discussion such as this. The existence, in the community, of outstanding ability or the availability of a trained research staff may, under the special circumstances of the individual project, more than offset the advantages of some described plan.<sup>4</sup>

### **Some Fundamentals from the Point of View of Industry**

The factors considered by a manufacturer in search of a suitable location will vary, of course, with differences among industries and circumstances peculiar to the individual manufacturer's location problem. However, certain basic factors are usually matters for thorough investigation. The reputation of several outstanding agencies functioning directly as advisers to manufacturers depends, apparently, more on the skill applied in drawing sound conclusions from specific facts in the light of broad experience than on differences in the nature of basic data used in their respective analyses.

As a preliminary step in analyzing the individual problem, the professional investigator requests from his client (the manufacturer) factual information covering a fairly standard set of essential points. These bear, principally, upon the nature and extent of manufacturing operations and present facilities which affect his production and distribution requirements. Schedules examined reveal that, in addition to information on management, costs of various operations, and other details as applied to his present place of production, a client company seeking a new location can expect to be called on to submit specific data on a number of subjects.

One schedule now in use and similar to others examined included requests for information from the manufacturer as to (1) trends

<sup>3</sup>The Bureau is not in a position to recommend any individual consulting service or to name cities in which outside talent has been used to advantage. It is assumed that those responsible for a local survey will obtain copies of surveys in cities of interest, together with direct information as to the procedure followed and the type of assistance that proved helpful.

<sup>4</sup> See footnote 1, page 1.

in the company's growth and factors contributing to growth at the present or previous locations; (2) details regarding specifications of products manufactured; (3) markets and advertising, extent of consumption and trend of consumption by localities, and conditions affecting demand and channels of distribution and sale; (4) competition within the industry and from related or substitute products; (5) raw materials and supplies, relative importance of different kinds of materials required, source of supply of each material, prices and terms; (6) locality, relative importance of location factors such as nearness to raw materials, nearness to markets for the product, power cost, labor availability by types of requirement, labor conditions, rates, and related factors, importance of climate, site requirements, relative importance to the company of railroad facilities, water facilities, room for expansion, electric power and gas, sewers, housing facilities, and other factors; (8) local regulations and taxes, relative importance of banking facilities, provision for recreation, educational facilities, churches, and so on.

A community desiring to attract industry might well cover in its contemplated survey factors showing what the community could offer in line with company requirements as suggested in the preceding paragraph.

When the general region has been decided upon, the survey staff is likely to use such available information as will serve to eliminate some of the communities within this area because the cities in question are known to lack one or more major requirements of the industry concerned. Sometimes the remaining cities are then made the subject of indirect investigations. Through confidential communication with present or former industries in the cities under tentative consideration, through consulting financial institutions, and through unobtrusive visiting within the neighborhoods of possible interest, the list of potential sites may finally be brought down to relatively few.

It seems to be conceded that, with relatively few exceptions, individual industries looking for new locations are primarily concerned with obtaining advantages in the way of materials, labor, power, markets, and transportation. "Advantages" are considered in terms of relative costs, adequacy, and permanency. How the five "fundamentals" should be ranked depends, of course, upon the type of industry under consideration. Furthermore, the order of importance is subject to change as a result of innovations such as new labor laws, alteration in freight rate bases, and the establishment of new industries.<sup>5</sup> Beyond the five factors referred to there is less justification for generalizing.

### **Meeting the Needs of the Individual City**

The type of survey that is suitable for a given community, and the opportunity to attract industry depend less today on size of

<sup>5</sup>The development of electric power facilities in the regions served by the Tennessee Valley Authority and the Bonneville Power Authority and the establishment of new plants for the manufacture of war materials are typical recent changes altering the regional opportunities for plant location.

city than on other factors, as indicated by recent changes in some industries.<sup>6</sup>

In theory, the smaller the city the less ground there is to cover and the simpler the task of making the survey. A city may be of a size that enables fairly complete coverage without great expense and without the need to make a choice between several subjects of research. However, in a larger city, it may also be true that adequate information can be obtained without great expenditure of money and energy, at any one time, because the community habitually keeps informed about itself through regularly bringing essential facts up to date and occasionally making intensive studies or special studies on particular factors.

The need to recognize possibilities and to reveal the peculiar circumstances of the individual city becomes particularly significant if it is discovered that there is little opportunity to attract new manufacturing industries. This is not justification for assuming that a study of the local situation would not reveal opportunities for the attraction of some other economic activity or, for that matter, for the general improvement of the community as a place to live.

It may be suspected that greater distributive activity is warranted by the local facilities and that wholesaling, retailing, or the service trades may prove to be the most fruitful fields for development. A study, then, might be devoted to an analysis of data on family income, total purchasing power of the community and its trading area, buying preferences that tend to hold trade in the community or to direct it to other cities, and related data. Under such circumstances, particularly in a small community, an intensive study of one or a few subjects might be more useful than a complete survey.

### **Outline and Method of Survey**

The method of survey is largely determined by the "job-analysis" and the tentative subject outline for the individual project. The basic outline in section II should be recognized as material adaptable for many different survey purposes and must not be accepted as a compilation to be blindly followed without change. Obviously, it is far more comprehensive than any survey which is likely to be made of a single area at any one time. This general guide attempts to meet the combined requirements of local or regional surveys by either communities or business firms. The details are intended to serve as "leads" in stimulating thought toward the most profitable investigation that is suggested by the local situation, rather than to serve as an all-inclusive pattern.

In considering raw materials, for example, a close following of the most intensive treatment given in any basic outline could hardly do justice to the peculiarities of the local resources if those resources are of special importance to particular industries.

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<sup>6</sup> A discussion of industrial migration will be found in *Regional Shifts in Population, Production, and Markets, 1939-1943*, Economic Series No. 30, U. S. Department of Commerce, Washington 25, D. C., November 1943.

Therefore, a subject of that kind might properly occupy less space in the reference outline than is given to some subjects of less importance.

Upon completing an initial tentative draft of an outline incorporating subjects that seem desirable, the surveyor's next step is to determine the extent to which the major subjects and subtopics in his outline are covered by available data from authoritative sources. When the desired information with respect to any part of the survey is found already to exist, that part can be checked off as not requiring further attention at this point in procedure. The "checking-off" process will finally leave on this tentative outline a list of subjects that must either be eliminated from the proposed survey or marked for further development through field work.

After rechecking with the material listed in section II and with other available data to which the user may have access, there might be an advantage in re-examining all items in the basic outline in order to discover possible further additions or deletions. Through thorough study and careful revision of his preliminary outline, the investigator will undoubtedly reduce avoidable detours in research, effect economies in time and money, and increase the value of results. Details under major headings are necessarily subject to change as familiarity with applicable material develops. On the other hand, an outline that looks exceedingly simple, through leaving too much to the imagination and to trial and error as the survey progresses, may prove an expensive guide.

As a rule, sponsors of a local survey anticipate the need for field work to obtain a considerable part of the specific facts required, and the survey committee or board of sponsors come to some agreement on the outline before any field work is undertaken. The method of obtaining the desired data will naturally be left to the technicians on the job and usually there is more than one approach to the desired facts. For example, public inquiry for some purposes is at the present time largely concerned with employment, consumer buying power, and trends in income in relation to trends in living costs. Since there is a dearth of basic data from which to compute reasonably satisfactory income estimates, local income is sometimes roughly measured by applying population figures to per capita income as computed from estimates of national income, monthly rents, or by a combination of projections from income tax return statistics and from data in existing sample studies on family-income distribution.

Factual data for any single community would necessarily come from a local survey. Where this is feasible, it may be approached from the angle of total "income paid-out" in the community in the form of wages, salaries, and so forth, through all employment-giving activities, or there may be a direct survey of consumer income and buying habits among a representative sampling of the local family-population. The detailed outline under "Consumer Purchasing Power" (section IX) and under other major subjects

is offered for the possible encouragement of some uniformity among such local surveys as may be undertaken.<sup>7</sup>

Likewise, an industrial survey may be confined to the collection of facts bearing on one type of industry or may touch upon all major factors that tend to influence the industrial development of the city from a long-time viewpoint. These illustrations apply to all major subjects suggested in the basic outline.

### Existing Aids

Local authorities are the first sources to be explored in looking for existing information. If the city has a planning board, or other office specifically devoted to city planning, that office can usually be counted on as a valuable source of needed maps and other materials.<sup>8</sup>

Local utility companies, railroads, newspapers, colleges, manufacturing plants, banks, local attorneys, commercial houses, and the main offices of local chain stores are among other potential sources of pertinent information that may already have been gathered and assembled at considerable expense. It is assumed that the local chamber of commerce is taking a major part in such survey work as is undertaken for the advancement of business and industry, and that the Chamber of Commerce of the United States is known to the community as a source of valuable assistance. In many communities, much has been accomplished by local Committees for Economic Development in their work to help individual companies meet the problems of the post-war period. The local survey effort will be found to be of definite practical value, for many purposes, if it can do no more than bring together readily available material from local sources and supplement it with data obtainable at relatively small cost from State and Federal Government agencies.<sup>9</sup>

### Importance of Showing Trends

The survey director will find it advisable, before submitting to the project sponsors the outline which he proposes to follow, to become personally familiar with certain difficulties that may be encountered in using basic data for any one year. For example, data on a city's manufactures in any designated year may have little significance unless accompanied by statistics indicating trends in manufactures over a period of years.

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<sup>7</sup> To the extent that is possible with limited personnel, assistance in drafting a proposed questionnaire on consumer income, buying habits, or any subject of consumer market research which a community desires to cover by a special field survey, will be given by the Bureau upon request from the head of a public organization concerned with conducting or sponsoring a local survey on the subject in question. (Response to requests for material of this nature is necessarily limited to organizations directly concerned with surveys definitely scheduled or in progress.)

<sup>8</sup> County, State, and regional planning boards in many instances have made studies that provide data applicable to local industrial and commercial surveys within their respective territories. Further information can be obtained from the State Planning Board in each State.

<sup>9</sup> Although it has not been practicable for the Bureau of the Census to publish all collected or tabulated information, the unpublished statistics can frequently be made available. Requests for such data, addressed to the Director, Bureau of the Census, Washington 25, D. C., will receive a prompt reply which will include an estimate of the cost of preparation.



Although manufacturing statistics applying to analyses of trends are collected and published by the Government at regular intervals, the constant effort to improve these statistics, changes in the value of the dollar, and other considerations tend to lessen their comparability. It is well, therefore, to decide whether exact comparability is an essential factor and, if so, what adjustments need to be made. These decisions will be aided by a careful examination of successive reports on the same subject or by inquiry to the sources of the published data.

### **Graphical Illustration of the Report**

Significant maps, charts, graphs, and photographs are desirable features in reports intended for distribution to industrial and commercial contacts. Their nature and the extent of use will naturally depend upon such considerations as the major purposes of the report, the skill with which highlights can be pictorially demonstrated, and the budget allowed for the survey project. Illustrations here considered are of two general types: (1) those prepared as work charts for office use by local authorities concerned with studying present facts and possibilities for progress, and (2) those intended to interest and inform the types of contacts for whose attention the report is designed.

Reports covering the industrial, commercial, or general economic aspects of the city may advantageously include some maps on important factors such as: The strategic location of the featured city in relation to population, freight service, and proximity to raw materials; wholesale and retail trading areas; industrial, commercial, and residential zones; land values in industrial areas; transportation routes, with volume of traffic; and such other items as are suggested by the local situation.

Space limitations permit reference to only a few of the many types of charts and graphs known to have attracted favorable attention. These include the representation of industrial growth; skilled and unskilled labor employed over a designated period; airport development; bank deposits; municipal finances; miles of streets; building permits issued; ratio of sales per family in the city to those per family in the United States; number of retail outlets per 1,000 families; major income sources; housing characteristics; and other outstanding facts.

The vital interest of many communities in their post-war position has been responsible for the preparation of a large number of surveys and it is apparent that increasing reliance is being placed upon illustration for the presentation of significant data.<sup>10</sup>

### **Retracing the Procedure**

The many steps and diverse operations necessary in even relatively small-scale surveys make it extremely easy to forget important details or to inadvertently fail to give due attention to each

<sup>10</sup> Examples of the different types of visual representation may be found in such reports as *Ohio—An Empire Within An Empire*, The Ohio Development and Publicity Commission, Columbus, Ohio, 1943; *An Analysis of Post War Economic Conditions in Worcester*, Worcester Chamber of Commerce, Worcester, Mass; and *Tennessee, Land of Industrial Advantage*, Governor's Industrial Council, Department of Conservation, Nashville, Tenn.

significant stage of the survey task. It is well worth while, therefore, to retrace the procedure to show:

1. A specific statement of the purpose of the survey, understood and agreed to by all cooperators on the project.
2. Provisions for funds to cover the cost of the survey and follow-up work in getting the results used and revised, as needed.
3. Competent personnel obtained for directing the survey and accomplishing the research work.
4. A "job analysis," prepared by the personnel to insure understanding as to the objective and the limitations of the survey project.
5. A preliminary draft of outline prepared by the survey staff for the approval of the sponsors.
6. Investigation to find out how much of the desired information has already been assembled by various local agencies, and the bringing together of locally available material applying to the survey as outlined.
7. Bringing together of published data available from other sources.
8. Accomplishment of a field survey to obtain additional data, if any, regarded as essential to the project (the field work kept to the minimum of requirements).
9. Careful checking to insure that the assembled material represents the facts.
10. Systematic filing of the data under a workable classification of subjects, as each item is interpreted in the light of its significance; a report of progress presented to the sponsors.
11. Assembly in loose-leaf form, if that form has been agreed upon, of principal facts uncovered in the survey that relate significantly to the stated purpose.

### **What Comes After the Survey?**

With the completion of the survey, the facts resulting from it presumably meet the general objective, through giving the community material it needs in order to understand its strong and weak points and to work for general improvement. To the extent that one or all of the following uses entered into the specific purpose of the project, the physical results are shaped to:

1. Uncover such opportunities as may exist for expanding the community's established industry and trade.
2. Provide facts that, in the right way and at the right time, should be brought to the attention of other industries that have a potential interest in what the community has to offer, and the ability to contribute to the community's improvement from all of the various factors that should be considered.
3. Improve the social as well as the economic environment of the community to make it a more attractive place in which to live.

This publication properly ends with the completion of the survey. In contrast, the community's program of sustained effort for self-improvement extends far beyond the completed project. Points brought out in the preceding comments tend to emphasize that a definite schedule of use for the survey should be part of the preliminary stage of preparing it. The survey should be completed in a form that enables it to be kept currently up to date and should, with all the basic working materials, be deposited with a local permanent organization such as the chamber of commerce. The maintenance of the survey findings in such an accessible place will facilitate their constant use as a live reference and their frequent renovation through periodic surveys in special departments of interest and will, furthermore, serve to make unlikely any duplication of effort in subsequent studies.

## Check List of the Major Types of Local and Regional Information

This list of topics, outlined in detail on the following pages, includes more subjects than can be used in an individual survey. Depending upon the purpose of the survey, its planned scope, and the size and make-up of the area to be studied, a variety of topical selections can be made by the director of the study. Each outline must conform to the needs of the individual survey:

1. Historical sketch.
2. Location.
3. Population.
4. Materials required by industry.
5. Power.
6. Industrial development.
7. Labor situation.
8. Employment and unemployment.
9. Consumer purchasing power.
10. Living costs, standards, and conditions.
11. Construction and real estate.
12. Wholesale trade.
13. Retail trade.
14. Buying habits of local consumers.
15. Service establishments, hotels, and places of amusement.
16. Transportation facilities.
17. Public warehousing.
18. Banking and finance, insurance.
19. Professional services (physicians, dentists, lawyers).
20. Newspapers, radio stations.
21. Expositions, fairs, and conventions.
22. Industrial and commercial associations.
23. Universities and other educational institutions.
24. Federal, State, or county government establishments.
25. Summarization of pertinent State and local laws and regulations.
26. Municipal administration and related data.
27. Civic, social, and related facilities and activities.
28. Important physical facilities and special features not elsewhere described.
29. General statistical recapitulation.

## Section II

### A Basic Outline with Primary Sources of Information for Local and Regional Surveys

#### Outlining of Project Preliminary to a Fact-Finding Survey

The drafting of a carefully considered outline should precede any work in the actual collection of data.<sup>12</sup> Such a preliminary draft requires skillful handling to insure reasonable comprehensiveness combined with sufficient flexibility for necessary adjustment as the survey develops. In preparing material of this kind it is helpful to have for reference a basic "guide outline," such as is here presented, incorporating many points for consideration in a scientific approach to any industrial or commercial survey.

Since different purposes involve different groupings of selected subjects and variations in degree of detail, an outline prepared for general use should not be expected to fit all requirements of individual surveys. On the contrary, the presumption is that no one survey will include everything given by way of suggestion, or will fail to include such additional factors as are appropriate to the individual situation.

The basic outline shown on succeeding pages, together with the listings, is so arranged that the competent user can conveniently select for intensive development those subjects which are of immediate concern to his region or community, or can disregard detailed suggestions beyond those designated by capital letters and first numerals and shape his survey accordingly. In other words, the intention is clearly to indicate a choice between an intensive study of any subject of outstanding importance in the community and a more general study touching upon many subjects of potential interest for widely different purposes. Consideration has also been given to the many possible compromises between a mere "desk study" of published material, for the purpose perhaps of supplementing a previous "complete inventory," and a comprehensive field survey.

It will be noted that this outline, which embraces desirable information from many points of view, is based on the assumption that the local investigators will be unbiased in their fact-finding efforts and will make every effort to know, with respect to each phase of the study, the unfavorable as well as the favorable factors. A community, seeking self-improvement and economic advancement through new industries and the success of established business, cannot afford to be unaware of its existing weaknesses.

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<sup>12</sup> How to adapt the basic outline to the requirements of the individual project is discussed in greater detail in text under "Outline and Method of Survey." While general treatment in these paragraphs involves some repetition, this commentary immediately preceding the outline referred to will no doubt prove a convenience to the user and should be included in any reproduction of the outline that may appear in other publications.

The listings given in this section should serve to remind the user that there exists a considerable amount of factual information bearing directly upon small geographic areas, including individual cities. This source list is by no means all-inclusive. It represents only such material as has been mentioned by some users as helpful and was made available to the Department of Commerce for review. Additional pertinent data, if brought to the attention of the compiler, will be incorporated in subsequent editions. While all material given under designated subjects applies at the specific points indicated, it does not necessarily cover the subject.

Some of the publications included on subsequent pages under **"Sources of Related Material,"** supplementing the data that apply at specific points in the basic outline and referred to in preceding paragraphs, contain references to much helpful material from other sources. For example, *Market Research Sources*, issued by the Department of Commerce biennially up to and including 1940, is a comprehensive reference book on governmental and nongovernmental sources of marketing-research material.

The *Price Lists of Government Publications*, referred to under various subjects, and under **"Sources of Related Material,"** can be obtained from the Government Printing Office, without charge, and checked through to insure familiarity with related data available from the Government. Public libraries in many cities are encouraged to maintain a reference-book section devoted to published governmental and nongovernmental material of local interest on subjects of industry, trade, and economics.

### **A Basic Outline Including Primary Sources**

It will be noted that certain types of statistical information, particularly with respect to industrial production, are not available for the years since 1940. This information is withheld for reasons of national defense. With the relaxation of this limitation, the researcher may use the titles and sources of data listed herein as leads in obtaining more recent references. In time, many sources cited on the following pages will be issuing later statistics.

1. Historical sketch.

A. Origin.

1. Date.

2. Circumstances of first settlement.

- a. Nativity and other characteristics of settlers.
- b. Difficulties and accomplishments.

(a-b)

*American Guide Series.* List of City, State and regional guides printed by private publishers.

Available from Government Publications Reading Room,  
Library of Congress, Washington 25 D. C.

*Local authorities*<sup>13</sup> including oldest inhabitants, encyclopedias, and historical references in local libraries, newspapers, and city, county and State and Federal Government records.

B. Early development and factors influencing growth.

1. Topographic and climatic influences.

*American Guide Series.*

*State maps* (a few of which show general topography) and *quadrangle maps* (showing topography and culture. A circular giving information and prices of maps in a particular State may be had free on application to the Director, Geological Survey, United States Department of the Interior, Washington 25, D. C.<sup>14</sup>

*Climatic Summary of the United States (by areas).* Weather Bureau, United States Department of Commerce, Superintendent of Documents, Washington 25, D. C. Price \$5.00.

*Atlas of Climatic Types in the United States, 1900-1939.* United States Department of Agriculture. Superintendent of Documents. Price \$1.25.

*Atlas of American Agriculture, 1936.* Bureau of Agricultural Economics, United States Department of Agriculture, Superintendent of Documents. Price \$17.

2. Trade routes and transportation.

a. Rivers and harbors.

b. Canals.

c. Overland routes.

d. Railroads.

(a-b)

*Map of the Principal Waterways of the United States.* Corps of Engineers, United States Department of War, Washington, D. C. Free.

*Port Series and Lake Series.* Corps of Engineers. Superintendent of Documents. Prices range from 25 cents to \$2.25. (Not available for war duration.)

*Local authorities (keepers of township and county historical records, newspaper files, etc.).*

<sup>13</sup> This and subsequent references to local authorities are given as possible sources of information when published material applicable to the subject is not known to exist or may be inadequate for local purposes. If information for the individual city is not available from outside publications and has not been collected by some local organization, the investigator will necessarily choose between not including the subject in his study or covering it through a field survey.

<sup>14</sup> The purchase price, when known, and source are indicated the first time reference is made to a publication. Prices on later editions treating the same subject may vary in price and not be identical in title. The initial citation may also be used as a guide to later editions issued subsequent to the publication of this booklet.

3. Native resources, accessibility of—
  - a. Supplies for consumption.
  - b. Materials facilitating employment.
4. Power, initial sources—
  - a. Water.
  - b. Fuel.
5. First market outlets.
6. Predominating human influences.
7. Other important features.

(3-7)

*American Guide Series.*

*Local authorities (oldest inhabitants, local historical records, etc.).*

- C. Type of characteristic activity developed (industrial, commercial, educational, etc.) and analysis of reasons for that type of development.

*American Guide Series.*

*Local authorities (city officials in charge of departments, surveyor's analysis).*

## II. Location.

### A. Geographic.

*State Maps.* Geological Survey.

*Port Series and Lake Series.*

*Map of the Principal Waterways of the United States.*

*Areas of the United States, 1940.* Bureau of the Census, United States Department of Commerce. Superintendent of Documents. Price \$1.

*United States atlases.* Issued by private publishers. Available for reference in public libraries.

### B. Physical features pertinent to present-day industry and trade.

1. Topographic influences (mountains, rivers, lakes, soil, etc.).

*State Maps.* Geological Survey.

*Atlas of American Agriculture.*

*Soils and Men.* Yearbook of Agriculture, United States Department of Agriculture, 1938. Superintendent of Documents. Price \$1.75.

2. Climatic characteristics.

- a. Temperature, mean average per month, etc.

- b. Rainfall, amount and seasonal tendencies.

- c. Other (relative humidity, sunshine, wind, fog, storms, etc.).

(a-c)

*Atlas of Climatic Types in the United States.*

*Climatic Summary of the United States.*

*Atlas of American Agriculture.*

*Climate and Man.* Yearbook of Agriculture, United States Department of Agriculture, 1941. Superintendent of Documents. Price \$1.75.

3. Scenic attractions (influencing tourist trade, etc.).

*American Guide Series.*

*Local authorities (personal observers, managers of tourist offices, of city departments, etc.).*

### C. Location in relation to—

1. Important resources.

- a. Raw material. (see IV).

- i. Agricultural (crop productions, dairy products, etc.).
- ii. Mineral (kind, records of production, etc.).
- iii. Forest (available supply, commercial uses, etc.).
- iv. Other.

(i-iv)

*Census of Agriculture, 1940.* Vol. I. Bureau of the Census. Superintendent of Documents. Price for the 6 parts range from \$1.50 to \$2.75.

*Census of Agriculture, 1940.* Vol. II. Bureau of the Census. Superintendent of Documents. Prices for 3 parts range from \$1.50 to \$2.75.

*Atlas of American Agriculture (soil formation).*

*Soil Survey for Counties.* Bureau of Plant Industry, United States Department of Agriculture. Superintendent of Documents. Price range from 10 cents to \$1.25.

*Mineral Yearbook Review of 1940.* Bureau of Mines, United States Department of the Interior. Superintendent of Documents. Price \$2. (Chapter preprints from reviews of 1941 and 1942 obtainable from Superintendent of Documents. Price 5 cents and 10 cents.)

*Forest Regions of the United States, 1938.* Map. Forest Service, United States Department of Agriculture, Washington 25, D. C. Free.

- b. Fuel resources (production requirements—coal, oil, gas, etc.).  
*Minerals Yearbook.*
- c. Water supply (in quantity and quality required in processing by many types of industries—source, reliability, etc.).  
*National Power Survey, 1935.* Interim Report, Power Series No. 1. Federal Power Commission, Washington 25, D. C. Out of print, but available at most public libraries.

*Local authorities.*

(a-c)

*Industrial Location and National Planning.* National Resources Planning Board, 1942. Superintendent of Documents. Price \$1.50.

## 2. Labor (see VII).

*Sources of information in the city or region.*

## 3. Markets (consider facts under Transportation, XVI).

- a. Industrial (local, regional, national—relate to VI).  
*Industrial Market Data Handbook of the United States, 1939.* 1935 data. Bureau of Foreign and Domestic Commerce. Superintendent of Documents. Price \$2.50.  
*Manufacturers, 1939.* Vol. III. Bureau of the Census. Superintendent of Documents. Price \$3.
- b. Wholesale (relate to XII).  
*Atlas of Wholesale Dry Goods Trading Areas, 1941.* Bureau of Foreign and Domestic Commerce. Superintendent of Documents. Price 30 cents.  
*Census of Business, 1939.* Vol. II, Wholesale Trade. Bureau of the Census. Superintendent of Documents. Price \$2.75.
- c. Retail (relate to XIII).  
*Consumer Market Data Handbook, 1939.* 1935 data.



Bureau of Foreign and Domestic Commerce. Superintendent of Documents. Price \$1.75.

*Patterns of Stores, Sales, and Population in the United States.* Bureau of Foreign and Domestic Commerce, 1938. Price 10 cents.

*Census of Business, 1939.* Vol. I. Retail Trade. Part 3. Bureau of the Census. Superintendent of Documents. Price \$2.

d. Export (principal commodity exports, etc.).

*Port Series and Lake Series.*

*Foreign Commerce and navigation of the United States for the Calendar Year 1940.* Bureau of Foreign and Domestic Commerce, 1942. Superintendent of Documents. Price \$2.75.

D. Other (such other factors as have special significance).

III. Population.

A. Number of persons.

1. Total in metropolitan area (as close an estimate as can be made for the corporate city and such extensions into the surrounding area as are covered by the survey. See XIII B).

a. Male.

b. Female.

c. Number classified as to age, sex, and race.

2. Total in corporate area.

(1-2)

*Census of Population, 1940.* Vol. I. Number of inhabitants. Bureau of the Census. Superintendent of Documents. Price \$2.50.

*Census of Population, 1940.* Vol. II, Characteristics of the Population. Bureau of the Census. Superintendent of Documents. 7 parts. Prices, 1-6, \$2.75 each; part 7, \$2.25.

B. Percentage of total for the United States, the city, region, or other area (such comparisons, if any, as may apply to the purpose of the survey).

*Census of Population, 1940.* Vol. I.

C. Number of families.

1. Total in metropolitan area.

2. Total in corporate area.

(1-2)

*Population and Housing—Families, General Characteristics by States, Cities of 100,000 or More, and Metropolitan Districts of 200,000 or More.* Bureau of the Census, 1943. Superintendent of Documents. Price 60 cents.

*Population and Housing—Families.—Characteristics of Rural-Farm Families by Regions and Divisions.* Bureau of the Census, 1943. Superintendent of Documents. Price 20 cents.

*Population of the Metropolitan Districts of the United States, 1940.* Bureau of the Census, 1942. Free.

D. Growth (steady—rapid) and status (permanent—temporary).

1. Total increase or decrease in population, 1920-1940.

*Census of Population, 1940.* Vol. I.

*Volume and Composition of Net Migration from the Rural-Farm Population, 1930-1940* Bureau of Agricultural Economics. Free.

2. Actual or estimated change in total population since 1940.

*Estimates of the Civilian Population of the United States, by Counties: Nov. 1, 1943.—Bureau of the Census.* Free.

*Summary of Changes in Civilian Population during the Period April 1, 1940 to April 1, 1943.* War Production Board, Washington 25, D. C. Free.

E. Composition.

1. Race.
2. Native white.
3. Predominating nativity of foreign born.

F. Literacy.

(E-F)

*Census of Population, 1940. Vol. II.*

G. Other (such additional characteristics as may be important to the local situation.

*Surveyor's analysis.*

IV. Materials required by industry (availability and cost factors, all important facts peculiar to the individual situation with such comparisons with other districts as apply).

A. Raw materials (see II).

B. Products of other industries (kinds readily obtainable—semimanufactured goods, equipment, supplies, etc.

(A-B)

*Local sources of information.*

V. Power.

A. Sources.

1. Purchased power from public utilities.
2. Produced by individual enterprises for own use.
  - a. Water.
  - b. Steam.
  - c. Internal combustion.
  - d. Electricity.

(1-2)

*National Power Survey. Interim Report, Power Series No. 1. National Power Survey, Principal Electric Utility Systems in the United States. Power Series No. 2. Federal Power Commission. Out of Print. Available at most libraries.*

*Electric Power Statistics, 1920-1940. Federal Power Commission, 1941. Price 25 cents.*

*Local and State authorities, such as government departments, local supplier, and individual users.*

B. Rates and regulations.

1. At time of survey.
2. Changes within recent years.
3. Changes provided for, or under consideration.
4. Comparison with other areas.

(1-4)

*Typical Electric Bills, Cities of 50,000 Population or More, 1943. Federal Power Commission. Price 10 cents.*

*Local municipal administrative officials, records at source of supply, oldest industries, such State or regional authorities as may be concerned.*

C. Changes in local facilities for serving industry and commerce (all important changes on which information is available).

D. Present favorable and unfavorable features of local facilities from the point of view of the—

1. Community.
2. Supplier.
3. Individual industries.

E. Adequacy of supply to meet industrial growth.

F. Other facts of importance with respect to the local situation (provisions insuring reliability of supply, etc.).

(C-F)

*Local sources of information.*

## VI. Industrial development.

### A. General production statistics and related factors.

1. Number of establishments.
2. Number of wage earners.
3. Amount of wages.
4. Cost of materials, fuel, and purchased electric energy.
5. Value of products.
6. Value added by manufacture.
7. Trends in—
  - a. Total value of products.
  - b. Total number of wage earners.
  - c. Total amount of wages.
8. Percentage of total population in the United States, in the region or State (or such comparisons with other areas as may be significant).
9. Principal markets supplied (relate to XVI and II); percentage of materials bought from local sources and percentage of manufactures sold to local agencies (if the local situation seems to warrant a direct inquiry to elicit factual data and this information is essential to consideration of the individual problem).
10. Waste products (utilization, disposal facilities).

### B. Individual industries.

1. Production statistics of each important industry now in operation (present volume of production in terms of number of units, value of products, number of wage earners, etc., and trends within recent years; the national trend with respect to each industry—apparently overdeveloped and underdeveloped).
2. Number and kind of important new industries locating in the area within the past 10 years, or other period of interest (reasons for locating).

#### (A-B)

*Census of Manufacturers, 1939.* Vol. II, Reports by Industries. Superintendent of Documents. Price, Part 1, \$1.50; Part 2, \$3.

*Industrial Market Data Handbook, 1939.* 1935 data.

*Editor and Publisher Market Guide.* Annual. Includes lists of principal Industries by cities. Available from Editor and Publisher, Suite 1700, Times Building, New York 18, N. Y. Price \$2. (Probably available for reference in local newspaper offices.)

*Industrial Marketing—Market Data Book.* Annual. Available from Advertising Publications, Inc., 100 East Ohio Street, Chicago, Ill. With a year's subscription to Industrial Marketing (monthly). \$2.

*Local and State authorities: Manufacturers' association, chamber of commerce, State officials concerned with industry, local planning committees, executives of individual industries, etc.*

3. Number and kind closed down or leaving the area to operate elsewhere within the period considered under B2 (factual information concerning reasons, insofar as is possible).
  - a. Seasonally.
  - b. Temporarily (exclusive of normal seasonal closings).
  - c. Permanently.

#### (a-c)

*Local authorities and executives of industries moved to other places.*

4. Important industries that have continued in operation over a long period of years (permanence ascribed to what factors).

*Local authorities.*

- C. Other (such additional facts characterizing the local situation as may be essential to a comprehensive analysis of the present industrial status, the industrial advantages or disadvantages as compared with comparable areas, recent trends, and future possibilities).

*Local authorities.*

## VII. Labor situation.

### A. Adequacy of labor supply.

1. Skilled, semiskilled, or unskilled.
2. Male, female.
3. Resident, transient, predominating nationality.
4. Situation in surrounding territory (neighboring reservoir of labor from which to supplement local supply, if necessary; special conditions giving rise to this supply; type of labor available, such as unskilled farm hands, semiskilled or skilled labor resulting from neighboring shift in industry, etc.).
5. Related factors (such as labor turn-over, efficiency; training facilities.

(1-5).

*Consumer Market Data Handbook, 1939.* 1935 data.

*Census of Manufactures, 1939.* Vol. II.

*Census Population, 1940.* Vol. III. The Labor Force. Bureau of the Census. Superintendent of Documents. Prices for the 5 parts range from 75 cents to \$3.

*Local authorities.*

### B. Wage scale, as compared with scale in—

1. Each of recent years.
2. Similar areas.

(1-2)

*Bulletins by industries, showing hours and wages in various cities.* Bureau of Labor Statistics, United States Department of Labor, Washington 25, D. C. Free.

*Local authorities.*

### C. Laws and local regulations.

1. Wages and hours.
2. Labor conditions.
3. Changes within recent years.

(1-3)

*Principal Features of Workmen's Compensation Laws—As of September 1943.* Division of Labor Standards, United States Department of Labor. Superintendent of Documents. Price 10 cents.

*Handbook of Labor Statistics, 1941.* Bureau of Labor Statistics. Superintendent of Documents. Vol. I (All topics except wages), 1942. Price \$1. Vol. II, Wages and Wage Regulation, 1942. Price 45 cents.

*Social Security Yearbook, 1942.* Federal Security Agency, Social Security Board, Washington 25, D. C. Superintendent of Documents. Price 50 cents.

*Occupational-Disease Legislation in the United States, 1939.* Monthly Labor Review, July 1939. Bureau of Labor Statistics. Superintendent of Documents. Price 30 cents.

*Monthly Labor Review.* Bureau of Labor Statistics. Superintendent of Documents. Subscription price \$3.50.

*State and local authorities.*

D. Labor unions.

1. Organization and membership.
2. Attitude toward each other.

(1-2)

*Local union officials.*

E. Relations between capital and labor (record as to strikes, etc.—results).

F. Special local efforts to maintain satisfactory conditions (working, living).

(E-F)

*Local industrial and labor leaders, chambers of commerce, and other local industrial associations.*

G. Other facts (the uninterrupted absence of labor troubles or the harmonious settlement of a well-known local controversy; recent improvements in methods of payment, etc.).

*Local authorities.*

VIII. Employment and unemployment (closest possible estimates where specific data cannot be made available).

A. Number gainfully employed (exclusive of employees paid from relief funds).

1. Total number, by—

- a. Race (white, Negro, other).
- b. Nativity (native white, foreign-born white).
- c. Sex.
- d. Age (under 16 years, between 16 and 21).

2. Gainful workers per family (average).

3. Comparisons with other areas, or with the United States as a whole (the most helpful comparisons depend upon the size, type, and location of the area and the purpose of the survey).

(1-3)

*Consumer Market Data Handbook, 1939.* 1935 data.

*Census of Population, 1940.* Vol. II

*Census of Population, 1940.* Vol. III.

B. Principal sources of employment (industrial plants, commercial establishments, etc.) in the order of their importance in number employed.

*Census of Population, 1940.* Vol. III.

C. Recent trends toward increased or decreased employment with respect to each principal source of employment (as concluded from such data for the current year and preceding years as are available).

*Local authorities.*

D. Unemployed employables (unemployed persons able to work).

1. Number of emergency workers (paid from relief funds) with such break-down as is possible by race, nativity, sex, age, and duration of employment.

2. Number totally unemployed.

3. Number partially employed.

4. Percentage formerly employed in local—

- a. Industry.
- b. Wholesale trade.
- c. Retail trades.
- d. Service trades.

5. Percentage never employed on a full-time basis in any local occupation.

(1-5)

*Private and governmental social agencies and local authorities (offices of United States Employment Service, State Departments of Labor, State Unemployment Compensation Boards, etc.).*

- E. Other (such other facts as may be peculiar to the local unemployment situation).

- IX. Consumer purchasing power (estimated income in dollars, of individuals and families, considered in relation to cost of living. See text, "Outline and Methods of Survey," page 5, for suggestions regarding direct and indirect angles of approach in obtaining data).

- A. Wages, salaries, commissions, etc., and business income from occupation, with a breakdown, if locally feasible, by the following sources of income:

1. Agriculture (such income as residents in the survey area may derive from the surrounding farm area).

*Census of Agriculture, 1940. Vol. II.*

*Agricultural Prices. Monthly. Bureau of Agricultural Economics. (Monthly.) Free.*

*Rural Level of Living Indexes for Counties of the United States, 1940. Bureau of Agricultural Economics. Free.*

*Ranking Agricultural Counties. Contains farm expenditure data. Bureau of the Census, 1943. Superintendent of Documents. Price 20 cents.*

2. Mining (such income as may be derived from coal and other mining activities by residents of the survey area).

*Consumer Market Data Handbook, 1939. 1935 data.*

3. Electric light and power, gas.

*Officials of local utility companies.*

4. Manufacturing.

*Census of Manufactures, 1940. Vol. III.*

*Consumer Market Data Handbook, 1939. 1935 data.*

5. Construction.

*Census of Business, 1939. Vol. IV, Construction. Bureau of the Census. Superintendent of Documents. Price \$1.50.*

6. Transportation.

*Local transportation agency officials.*

7. Communication.

*Local communication agency officials.*

8. Trade.

*Census of Business, 1939. Vol. I, Retail Trade.*

*Census of Business, 1939. Vol. II, Wholesale Trade.*

*Consumer Market Data Handbook, 1939.*

9. Finance.

*Local authorities.*

10. Government.

*Government authorities in the community or area surveyed.*

11. Service.

*Census of Business, 1939. Vol. III, Service Establishments.*

*Bureau of the Census. Superintendent of Documents.*

*Price \$2.*

12. Miscellaneous (all other sources of wages, salaries, commissions, etc., and business income).

*Local authorities; chamber of commerce, etc.*

**B. Interest from savings accounts in—**

**1. Banks.**

*Assets and Liabilities of Operating Insured Banks.* Annual. Federal Deposit Insurance Corporation, Washington 25, D. C. Free.

*Financial statements of banks in local newspapers.*

**2. Postal savings.**

**3. Other depositories.**

(2-3)

*Local authorities (data usually not available except through field survey).*

**C. Net income from investments.**

**1. Owned real estate.**

**2. Stocks and bonds.**

**3. Miscellaneous (royalties, shares in cooperative establishments, etc.).**

**D. Other (all other known sources of local income, such as direct relief, etc.).**

(C-D)

*Data on national income by sources, such as agriculture, manufacturing, income from investments, etc., prepared annually by the National Income Unit, Division of Research and Statistics, Bureau of Foreign and Domestic Commerce, are pertinent to these and all other subheadings under "Consumer Purchasing Power." For general data, State and local income-tax records, where income tax is paid and records are available for reference, are invaluable sources of material.*

**E. Estimated per capita or per family income.**

*Survey of Buying Power.* Annual. Sales Management, Inc., 386 Fourth Avenue, New York 16, N. Y. Price \$1.

*Local estimates.*

**F. Distribution of family income by size of income (relative number of families having income below \$1,000, \$1,000 to \$2,000, etc.).**

*Population and Housing, Families; Income and Rent: 1940.* Bureau of the Census. Superintendent of Documents. Price 45 cents.

*Population, Families; Family Wage or Salary Income in 1939.* Bureau of the Census. Superintendent of Documents. Price 35 cents.

*Population, The Labor Force; Wage or Salary Income in 1939.* Bureau of the Census. Superintendent of Documents. Price 40 cents.

**G. Trends in income in recent years (general increase or decrease; increase or decrease in relation to changes in local cost of living; with respect to income from various industrial categories; for various types of income, such as wages and salaries, investments, interest on savings, etc.; and in distribution of income by size of income).**

**H. Comparisons with other communities or with the United States as a whole (general conclusions to the extent of such supporting data as may be obtainable).**

(G-H)

*Individual Income Tax Returns, 1941.* Bureau of Internal Revenue, United States Department of the Treasury, Washington 25, D. C. Free.

**I. Peaks and levels (seasons or months during which local income is normally highest; normally lowest).**

J. Pay roll methods (general analysis concerning the timing of "pay days" for full-time wage earners and salaried employees in factories and other establishments).

K. Other (other outstanding characteristics).

(I-K)

*Local authorities.*

X. Living costs, standards, and conditions, and related indexes of consumer use of buying power.

A. Living costs (price trends on consumer goods).

1. General average (as compared with other places).
2. Commodity prices, for food, clothing, etc. (average for year).
3. Trends (comparisons with previous years sufficient to reveal general trends in local living costs).
4. Other data on living costs (indicative of specific local advantages or limitations—fresh fruits and vegetables at reasonable cost, etc.).

(1-4)

*Retail prices.* Collected by and can be obtained upon request to the Bureau of Labor Statistics.

*Cost of Living and Retail Cost of Food.* Bureau of Labor Statistics (figures for many cities published monthly). Free.

*State and local cost-of-living studies.* Include studies made by universities, chambers of commerce, and trade and economic groups. (See references in Market Research Sources, 1940, Bureau of Foreign and Domestic Commerce. Superintendent of Documents. Price 25 cents.

*Local authorities.* (Intensive study usually involves a local field survey.)

B. Family expenditures.

1. Kinds of goods and services used (by consumers of the various income classes).
2. Average expenditure for major purposes (estimated annual expenditure), by income classes.
3. Comparisons (such comparisons with other years and other areas as are possible).
4. Other data of special local significance.

(1-4)

*Family Expenditure Data.* Bureau of Home Economics, United States Department of Agriculture, Washington, D. C. Free.

*Rural Family Spending and Saving in Wartime.* United States Department of Agriculture, 1943. Superintendent of Documents. Price 20 cents.

*Local authorities.*

C. Housing (considered together with A1).

1. Number of occupied dwellings.
  - a. Percentage occupied by owners.
  - b. Distribution of home owners, by lower, middle, and upper income levels (estimates).
  - c. Average value of owner-occupied dwellings; recent trends.
  - d. Age of dwelling units.
2. Rent (average for year per dwelling unit) as compared with other places; estimates, if possible, as to average rents paid by families of the various income classes, and as to trends in average yearly rent in relation to changes in family income.

(1-2)



*Census of Housing, 1940.* Vol. I, Data for Small Areas. In 2 parts. Bureau of the Census. Superintendent of Documents. Price \$4.75.

*Census of Housing, 1940.* Vol. II, General Characteristics. In 5 parts. Bureau of the Census. Superintendent of Documents. Price \$11.40.

*Census of Housing, 1940.* Vol. III, Characteristics by Monthly Rent or Value. In 3 parts. Bureau of the Census. Superintendent of Documents. Price \$5.40.

*Census of Housing, 1940.* Vol. IV, Mortgages on Owner-Occupied Non-Farm Homes. In 3 parts. Bureau of the Census. Superintendent of Documents. Price \$6.65.

*Local authorities.*

3. Light, heat, water, and telephone service.
  - a. Rates charged for home use; comparison with other places.
  - b. Recent local changes in rates or service.
  - c. Other (additional points of special interest).

(a-c)

*Typical Electric Bills, Cities of 50,000 Population and More, 1943.* Federal Power Commission. Price 10 cents.

*Typical Residential Electric Bills, Cities of 2,500 Population and More, 1943.* Federal Power Commission. Price 25 cents.

*Rate Service,* American Gas Association, 420 Lexington Avenue, New York, N. Y.

*Cost of Living and Retail Cost of Food.*

*Water Supply Statistics of American Municipalities.* American City (magazine), 470 Fourth Avenue, New York, N. Y.

*Local public utilities offices.*

4. Modern improvements in homes, situation with respect to—
  - a. General adequacy of plumbing and heating facilities.
  - b. Number of installed air-conditioning units.
  - c. Other.

(a-c)

*Census of Housing, 1940.* Vols. I and II.

*Effect of City Water and Sewerage Facilities on Industrial Markets.* Bureau of Foreign and Domestic Commerce. (Out of print. Available in most libraries.)

5. Other data (such as other data as may be essential to a true picture of the local housing situation).

*Local sources of information.*

D. Related indexes of consumer use of buying power.

1. Number of telephones.

*Consumer Market Data Handbook, 1939.* 1935 data.

*Local telephone company.*

2. Number of registered automobiles.

*Consumer Market Data Handbook, 1939.* 1935 data.

*State Motor-Vehicle Registrations.* Annual. Public Roads Administration, Federal Works Agency, Washington 25, D. C.  
*County or State officials.*

3. Number of domestic electric meters.

*Consumer Market Data Handbook, 1939.* 1935 data.

*Basic Industrial Markets in the United States, Gas and Electric Utilities. 1937.* Bureau of Foreign and Domestic Commerce. Price 10 cents.

*Census of Housing, 1940.* Vol. II.

*Local power company.*

4. Number of families having radios.  
*Consumer Market Data Handbook, 1939.* 1935 data.  
*Census of Housing, 1940.* Vol. II.
5. Circulation of newspapers.  
*N. W. Ayer & Son's Directory of Newspapers and Periodicals. Annual.* N. W. Ayer & Son Co., West Washington Square, Philadelphia, Pa. Price \$17.50.  
*Standard Rate and Data Service (newspaper section).* Standard Rate and Data Service, Inc., 420 Lexington Avenue, New York 17, N. Y.  
*Local newspaper publishers.*
6. Circulation of magazines.  
*Consumer Market Data Handbook, 1939.* 1935 data.  
*Standard Rate and Data Service (magazine-farm paper section).*
7. Trends (D 1 to 6, inclusive).
8. Other indexes (pertinent data are also included under "Banking," "Retail Trade", "Construction, and Real Estate").
9. Comparisons (1 to B8) with other cities or regions; and with previous years (sufficient to indicate trends in local increase or decrease, also trends in terms of relationship between increased or decreased population).

(7-9)

*Local sources of information for special data applying to the local situation.*

E. Other data pertinent to the local situation.

*Local authorities.*

XI. Construction and real estate.

A. Construction (by kinds of business, Census classification; general contractors for building, highway, and heavy construction; special trade contractors, such as carpentering, concreting, electrical, excavating; heating and plumbing, roofing and sheet metal, etc.).

1. Number of contracting establishments.
2. Value of work performed (dollar volume for year).
3. Number of active proprietors and firm members.
4. Number of employees (average for year).
5. Pay rolls (dollar volume).
6. Cost of materials, brick, cement, lumber, steel, and all other materials (actual or estimated dollar volume for year).
7. Comparison of local construction costs with other localities where comparable information is available.

(1-7)

*Census of Business, 1939.* Vol. IV, Construction (by States and cities of 100,000 population or more). Bureau of the Census. Superintendent of Documents. Price \$1.50.

B. Building permits (total number for year and dollar value).

1. Residences.
  - a. One-, two-, and three-family units (by cost groups).
  - b. Apartments.
  - c. Hotels.
2. Office buildings, retail stores, etc.

3. Industrial structures (factory buildings, etc.).
4. School buildings, churches, theaters, municipal buildings, etc.
5. Other (comparisons with other cities, etc.).

C. Demolition and conversion permits (with such break-down as is important).

(B-C)

*Building Construction.* Monthly. Bureau of Labor Statistics.  
Free.

D. Number of vacant buildings by areas (classified as to residences of the various types; office buildings, manufacturing plants, etc. Data on general condition of vacant buildings sufficient to indicate relationship to construction needs).

*Census of Housing, 1940.* Vols. I and II.

E. Building regulations, local and State, affecting local building activity (zoning, etc.).

*Local building inspector, zoning board, etc. (Local study in most cities would require a special field survey).*

F. Trends in local construction (as indicated by such statistics for preceding years as are available).

*Local authorities.*

G. Number of real estate figures, average number of employees for the year, actual or estimated total wages and salaries paid.

*Local authorities.*

H. Real estate sales, mortgages, etc., (for latest year of record; comparisons with preceding years sufficient to indicate general trends).

1. Number of sales and dollar value of property sold.
2. Number of mortgages recorded and total amount of mortgage debts.
3. Number of foreclosures.

(1-3)

*Local recorder's office.*

I. Real estate taxes (details to supplement general data under "Municipal Administration," XXVII).

*Financial Statistics of Counties 1941 and Financial Statistics of Cities—1941.* Bureau of the Census. Superintendent of Documents. Price 65 cents each.

*State Tax Guide Service (loose-leaf).* Commerce Clearing House, Inc., Chicago, Ill.

*Local and State tax authorities.*

J. Rent (considered under "Housing," X, C).

K. Real estate prices (general trend during recent years).

L. Supply of improved and unimproved properties for home building, industrial and commercial expansion; available plant site close to railroad, river crossing, and other such special features as should prove of interest to industries of the types for which the area is suited.

(J-L)

*Local real estate board or association, chamber of commerce, and other local authorities.*

M. Other (such additional facts on construction and real estate as are of special significance to the community).

*Local authorities.*

XII. Wholesale trade.

A. Number of establishments.

1. Total (all establishments operated by "wholesalers" as defined in the latest Census of Business).
2. By types of operation.

- a. Full-service and limited-function.
  - b. Manufacturers' sales offices and travelers.
  - c. Bulk tank stations (independents and chains engaged primarily in the storing and wholesale distribution of petroleum products).
  - d. Agents and brokers ("middlemen" such as auction companies, merchandise brokers, commission merchants, etc.).
  - e. Assemblers (cream stations, cooperative marketing associations, grain elevators, and other buyers and sellers of farm products on a wholesale basis).
3. By kinds of business (grocery, drug, etc.).
- a. Independent.
  - b. Chain.

B. Employment.

- 1. Total number of employees (average for year).
- 2. Number of employees in each kind of business (average for year).
- 3. Seasonal tendencies.

C. Pay rolls (total for year).

- 1. Part time.
- 2. Full time.

D. Sales.

- 1. Total (dollar volume for year).
- 2. By kinds of business (dollar volume for year).
- 3. Seasonal tendencies in sales volume.

(A-D)

*Census of Business, 1939. Vol. II, Wholesale Trade.*

E. Local regulations.

*State and local authorities.*

F. Number and kind of new establishments between the period covered by the last Census of Business and that covered by the preceding Census, or during some other recent period for which comparable records may be available.

*Census of Business, 1939. Vol. II, Wholesale Trade.*

G. Business failures within the period referred to under "F."

H. Other facts (special characteristics affecting wholesale distribution through local establishments, such as recent trends toward cooperative wholesaling or other developments of importance).

(G-H)

*Court records, chambers of commerce, etc.*

I. Importance of the area as a wholesale trading center (if the area is not itself an important wholesale center, relate this subject to significant facts under "Location" with respect to wholesale markets, item II C 3 b).

*Census of Business, 1939. Vol. II, Wholesale Trade.*

*Local sources of information.*

XIII. Retail trade and metropolitan shopping area.

A. Retail trade.

1. Number of establishments.

- a. Total (all types and kinds of retail outlets).
  - i. Independent.
  - ii. Chain (national, sectional, and local).
  - iii. Other.

(i-iii)

*Census of Business, 1939. Vol. I, Retail Trade, Part 1. Bureau of the Census. Superintendent of Documents. Price \$2.50.*

*Local field survey.*

b. By kinds of business (grocery, drug, etc.).

*Census of Business, 1939. Vol. I, Retail Trade, part 3.*

2. Employment.
  - a. Total number of employees (average for year).
  - b. Number employees in each kind of business.
  - c. Seasonal tendencies.
3. Pay rolls (total for year).
  - a. Part time.
  - b. Full time.

(2-3)

*Census of Business, 1939.* Vol. I, Retail Trade, part 3.  
*Census of Business, 1939.* Vol. I, Retail Trade, part 1.

4. Sales.
  - a. Total (dollar volume for year).
  - b. By kinds of business (dollar volume for year).  
 (a-b)  
*Census of Business, 1939.* Vol. I, Retail Trade, part 3.  
*Survey of Buying Power.*  
*Reports of State Tax Commission in States levying a retail sales tax.*
  - c. Per capital sales.  
*Consumer Market Data Handbook, 1939.* 1935 data.
  - d. Comparisons with comparable data.
    - i. In preceding Censuses.
    - ii. For other localities.  
 (i-ii)  
*Analysis by the individual making the local survey.*
  - e. Seasonal tendencies in sales volume.  
*Retail Sales, Independent Stores (estimates).* Bureau of Foreign and Domestic Commerce. Free.  
*Monthly Business Reviews by the various Federal Reserve Banks.*  
*Local retailers.*
5. Approximate capitalization, or size of leading stores (if a particularly important local feature).  
*Local retail trade association and chamber of commerce.*  
*Local retailers.*
6. Store operating expenses (such comparisons with other localities as may be possible).  
*Dun and Bradstreet, Inc.,* 290 Broadway, New York, N. Y.  
*Expenses.* Merchants Service, National Cash Register Co., Dayton, Ohio.  
*Refer to Market Research Sources, 1940 or make specific inquiry to Distribution Division, Bureau of Foreign and Domestic Commerce.*
7. Uniformity of store policies (with respect to credit, returned goods, advertising, frequency of deliveries, etc.).
8. Attitude of principal stores toward each other (generally cooperative or otherwise, as indicated by membership in local organizations, such as chambers of commerce, retail credit associations, or other credit agency, etc.).  
 (7-8)  
*Local merchants' associations, store executives, and proprietors.*
9. Local regulations.  
*Municipal and State authorities.*
10. Store locations in general with respect to shopping areas (down-town, suburban, etc.) in relation to trends in population within the area and convenience to customers.

*Local survey for detailed study (in some cities, chain store organizations or other authorities have made special investigations).*

11. Number and kind of new establishments between the period covered by the last Census of Business and that covered by the preceding Census, or during some other recent period for which comparable records may be available.
12. Number of business failures within the period referred to under item XIII. A. 11.

(11-12)

*Dun and Bradstreet, Inc.  
Court records and local authorities.*

13. Other facts (such as principal wholesale sources of locally re-tailed foods, clothing, and furniture, if the local situation seems to warrant a direct inquiry on this point).

*Local retailers.*

**B. Metropolitan shopping area.**

1. Consumer buying "radius" in square miles as indicated by such measures as density of population in suburban areas (census method), extent of the city's newspaper distribution, retail store deliveries, and use of the city's internal transportation facilities.
2. Extent of suburban-customer patronage of downtown stores.
3. Patronage of local stores by consumers from other cities.
4. Other important considerations.

(1-4)

*Census of Population, 1940. Vol. II, part 1.*

*Consumer Trading Areas of the United States, 1935. Map. Hearst Magazines, Inc., 57th Street at Eighth Avenue, New York 19, N. Y. Available only to advertising agencies and national advertisers.*

*Hagstrom's 4-Color Retail Trading Area Map of the United States, 1936. Hagstrom Co., Inc., 20 Vesey Street, New York, N. Y. Price (paper) \$10.*

*Local newspapers and chamber of commerce. Other local authorities. (The local situation may suggest a special field study.)*

**XIV. Buying habits of local consumers.**

- A. Proportion of cash purchases to total purchases; comparisons with other communities; apparent trends with respect to installment buying.

*Credit Sales and Receivables, 1939. Bureau of the Census. Superintendent of Documents. Price 45 cents.*

- B. Apparent general preferences as to shopping hours of the day, days of the week, and time of the month. (Refer to IX J).

- C. Buying in other places by local consumers.

1. Estimated percentage (of total purchases) bought elsewhere.

2. Classes of goods most frequently bought elsewhere.

3. Names of cities from which goods are frequently purchased.

4. Recent trends in connection with extent of outside buying.

- D. Other important characteristics (applying to an analysis of why trade is lost to or gained from competing communities).

(B-D)

*Market Records, Buying Habits, and Brand Preferences of Consumers in Sixteen Cities, 1938. Scripps-Howard Newspapers, National Advertising Department, 230 Park Avenue, New York, N. Y.*

*Other local studies are referred to in Market Research Sources, 1940. Adequate information on the local situation may involve a special field study.*

**XV. Service establishments, hotels, places of amusement.**

**A. Service establishments, by kind of service (Census classification).**

1. Number of establishments (recognized places of business).
2. Number of employees (average for year).
3. Pay rolls (dollar volume for year).
  - a. Full time.
  - b. Part time.
4. Receipts for the year (in cities covered by Census reports, at least).
5. Seasonal tendencies of importance.
6. General trends within recent years (in number of employees and in other respects suggested by the local situation).

**(1-6)**

*Census of Business, 1939.* Vol. III, Service Establishments. Bureau of the Census. Superintendent of Documents. Price \$2.

**B. Hotels, tourist courts, and tourist camps.**

1. Number; date of establishment, size and other general description.
2. to 5. (as suggested for A 2 to A 5 inclusive).
6. Rates.
  - a. Current rates.
  - b. Principal trends.
  - c. Comparisons with rates in comparable places.
7. Recent general trends in volume of business.
8. Number of first- and second-class establishments closed within recent years.
9. Other facts of significance (construction facilities, see XXI A, home residence of hotel guests, etc.).

**(1-9)**

*Census of Business, 1939.* Vol. III, Service Establishments. *Hotel Redbook and Directory.* Annual. American Hotel Association Directory Corporation, 221 West 57th Street, New York 19, N. Y. Price \$5.  
*Local hotel managers, and State, county, and municipal records.*

**C. Places of amusement (amusement parks, athletic fields, skating rinks, bathing beaches, billiard and pool parlors, dance halls, theaters, etc.).**

1. Description of principal places.
2. to 5. (as suggested for A 2 to A 5 inclusive).
6. Recent general trends in volume of business.
7. Other facts of importance to the community.

**(1-7)**

*Census of Business, 1939.* Vol. III, Service Establishments. *Proprietors of local places of amusement.*

**XVI. Transportation facilities.**

**A. Railway.**

1. Number and names of railways serving the city.
2. Passenger traffic.
  - a. Number of trains daily (convenience as to time schedule).
  - b. Outgoing.
    - i. Average number passengers (per day, week, or month).
    - ii. Important destinations (points to which largest number of tickets are sold).
    - iii. Seasonal tendencies.

(1-2)

*Official Guide of the Railways.* Monthly. National Railway Publications Co., 424 West 33d Street, New York, N. Y. Single copies, \$2; per annum, \$18.

*Local stationmaster.*

*Local passenger agents of the various railroads.*

3. Freight traffic.

- a. Total number of trains daily (convenience as to time schedule).
- b. Number of through trains daily (direct routes to market).
- c. Number of freight yards.
  - i. Yard-track miles.
  - ii. Industry-track miles (sidings adjoining plants).
- d. Volume of freight handled (in carloads or tons).
  - i. Comparison between estimated volume of incoming and outgoing freight.
  - ii. Other facts bearing on economical accessibility to markets (freight comparisons—preferential and nonpreferential rates to principal points, etc.).
- e. Number of stations for each railway.
- f. Extent of "pick-up and delivery" freight service.

4. Freight warehouses.

- a. Number.
- b. Capacity.
- c. Ownership (railway-owned, etc.).

(3-4)

*Freight Commodity Statistics of Class 1 Steam Railways in the United States, 1942.* Interstate Commerce Commission, Washington 25, D. C. Superintendent of Documents. Price 75 cents.

5. Additional data indicating special or unusual facilities.
6. Important developments or changes within recent years.
7. General trends in volume of business (passenger and freight).
8. Other facts significant of the local situation (travel time to important points, etc.).

(5-8)

*Local authorities (Lack of available information on the local situation may indicate the need of a special study).*

B. Water.

1. Number and names of lines.
2. Markets served and frequency of service (by ocean, lake, river, and canal).
  - a. Domestic.
    - i. Name of markets.
    - ii. Number of sailings to each port (during week, month or other specified period).
  - b. Foreign (name of markets, number of sailings to each port).
    - i. Direct to foreign markets.
      - (a) Under American flag.
      - (b) Under foreign flag.
    - ii. Indirect to foreign markets (by transshipment at other ports, domestic or foreign).
3. Volume of trade.
  - a. Outgoing.
    - i. Domestic.
    - ii. Foreign.



- b. Incoming.
  - i. Domestic.
  - ii. Foreign.
- c. Terminal facilities and service.
  - i. Number of piers, number of berths, dry docks, etc.
  - ii. Warehouse facilities.
    - (a) Number of bonded warehouses.
    - (b) Special data (such as capacity, ownership, etc.).
  - iii. Lighterage facilities.
  - iv. Port development, not elsewhere specified (data such as depth of water, bunker coal supply, fuel oil supply, fresh water supply, anchorage facilities, and other local developments of importance to shipping companies).
  - v. Customs house.
  - vi. Foreign consul service.
- 4. Other data of importance.
- 5. Important developments or changes within recent years.
- 6. General trends in water transportation (volume of business, etc.).

(1-6)

*Green's Marine Directory of the Great Lakes.* Green's Marine Directory of the Great Lakes Co., Rockefeller Building, Cleveland, Ohio.

*Pacific Shipper.* Weekly. 255 California Street, San Francisco, Calif. Subscription price \$2.

*Shipping Digest.* Weekly. 16 Bridge Street, New York 4, N. Y. Single copy, 15 cents.

*Official Steamship and Airway Guide.* Transportation Guides, Inc., 9 East 45th St., New York, N. Y.

*Export Trade and Shipper.* Weekly. Thos. Ashwell & Co., Inc., 20 Vesey Street, New York 7, N. Y. Subscription price \$5.

*Port Series and Lake Series.*

*Inland-Waterway Freight Transportation Lines of the United States.* Bureau of Foreign and Domestic Commerce. Superintendent of Documents. Price 30 cents.

*Great Lakes-to-Ocean Waterways.* Bureau of Foreign and Domestic Commerce. Superintendent of Documents. Price 25 cents.

*United States Maritime Commission,* Washington, D. C.

*American Merchant Marine Institute,* 11 Broadway, New York, New York.

*Officer in Charge of local station, if any, of the Army or Navy Corps of Engineers.*

*Local officials of shipping lines.*

*Foreign Commerce and Navigation of the United States.*

### C. Air Service.

#### 1. Ownership or control.

*Official Aviation Guide.* Official Aviation Guide Co., Inc., 608 South Dearborn Street, Chicago, Ill. Price \$5 annual subscription. 50 cents single copy.

*Status of Certified Routes—United States Air Transportation System, September 1, 1943.* Civil Aeronautics Board, Washington 25, D. C. Free.

*Scheduled Airline Operators.* Civil Aeronautics Administration, Washington, D. C. Free.

2. Localities served.
  - a. Directly.
  - b. Travel time to important points.
3. Frequency of flights.
  - a. Mail, express, and passenger.
  - b. Approximate volume of traffic.
    - i. Outgoing.
    - ii. Incoming.

(2-3)

*Official Aviation Guide.*

*Local authorities, such as information office of airport, air-line ticket office in city or railway station, and airport managers.*

*Designated Landing Areas. (January 6, 1944). Civil Aeronautics Administration. Free.*

*Air Navigation Radio Aids. Civil Aeronautics Administration. (Restricted distribution for war duration.)*

*Communications Manual. Aeronautical Radio, Inc., National Press Building, Washington, D. C.*

*National Airport Plan. Refer to nearest Civil Aeronautics Administration Regional Office.*

4. Airport (city's accessibility to) and other special facilities (such as lighting, radio communication, weather reporting, public conveniences, etc.).
5. Important developments or changes within recent years.
6. General trends (in volume of business, etc.).
7. Other important facts.

(4-7)

*Local authorities.*

#### D. Highway transportation.

1. Principal highways.
  - a. Primary (main interstate routes).
  - b. Secondary and county.
  - c. Condition of road surfaces.
  - d. Extent of road improvement in recent years.
  - e. Other features of importance.

(a-e)

*Annual reports of the State Highway Commission, and records of the Highway Department of the particular State studied.*

*Local sources such as filling station operators, etc.*

2. Motorbus and motortruck service (intercity, interstate, etc.).
  - a. Number and names of companies.
    - i. Number of units in operation (total or by each company, number of routes covered, mileage, etc.).
    - ii. Cities served by each line (points on routes of particular importance to the area being surveyed).
    - iii. Number of daily or weekly trips.
    - iv. Approximate volume of freight handled (tons).
      - (a) Outgoing.
      - (b) Incoming.
    - v. Average number of passengers carried (estimated, per week or month).
      - (a) Outgoing.
      - (b) Incoming.
  - b. Special terminal facilities.

- c. Recent trends (volume of passenger and freight business to and from the city, etc.).

(a-c)

*Russell's National Motor Coach Guide.* 817 Second Avenue, S.E., Cedar Rapids, Iowa. Price, single copy, 60 cents.

*Official Motor Freight Guide.* Semiannual. Universal Guide Corporation, 732-738 West Van Buren Street, Chicago, Ill. Price, single copy, \$6.

*Public service or public utility commission in the State involved.*

*Interstate Commerce Commission.*

*Records and officials of operating companies.*

*Highway planning service of the Public Roads Administration.*

3. Important developments or changes (equipment service) within recent years.

4. Other facts of importance.

(3-4)

*Local authorities.*

- E. Electric car service (interurban).

1. Number of lines (passenger, freight, or both).

a. Cities serviced by each line.

b. Number of daily or weekly trips.

2. Average volume of business (per day, week, or month).

a. Passenger.

b. Freight.

3. Recent trends.

4. Other data of local importance.

(1-4)

*Operating company records.*

*Public service or public utility commission of the particular State involved.*

*Interstate Commerce Commission.*

- F. Pipe-line facilities (for transporting of oil, gas, etc., to or from the area).

1. Number and names of lines.

2. Cities served by each line (points of particular importance to the area that is being surveyed).

a. Gathering lines.

b. Trunk.

3. Capacity.

4. Products carried (fuel oil, gas, etc.).

5. Volume of shipments (to or from the city).

6. Developments within recent years.

(1-6)

*The Petroleum Industry of the Gulf Southwest.* Bureau of Foreign and Domestic Commerce. Superintendent of Documents. Price 65 cents.

*Operating company records.*

*Public service or public utility commission of the State involved.*

*Interstate Commerce Commission.*

- G. Comparisons (if pertinent to local problems) between types of transportation facilities, as to—

1. Rates (passenger and freight).

2. Convenience.

3. Trends toward increased or decreased business within recent years.

(1-3)

*Comparisons from other figures under XVI.*

H. City's internal transportation facilities.

1. Streetcar service.
  - a. Ownership (public or private).
  - b. Average daily number of passengers.
  - c. Number miles of track, or route.
  - d. Routes, from the point of view of best service to the community.
  - e. Rates (of fares).
  - f. Important developments or changes within recent years in—
    - i. Service.
    - ii. Rates.
    - iii. Types of equipment (change from two-man to one-man type of car; change from surface traffic to subway or elevated; etc.).
    - iv. Average daily number of passengers (general trend toward increase or decrease).
  - g. City regulations.
  - h. Other (special features of the local situation).
2. Bus lines (same points as for streetcar service).
3. Cooperative delivery service (or other special merchandise delivery facilities for serving the area).
4. Other facilities of importance (taxicab service, etc.).

(1-4)

*American Transit Association, 292 Madison Avenue, New York, New York.*

*Operating company records.*

*Municipal public utilities commission.*

I. Other (all other significant facts concerning transportation facilities in relation to present and potential requirements).

*Local authorities.*

VII. Public warehousing.

- A. Statistics by kind of warehousing establishments (household goods, general merchandise, farm products, cold storage, etc.).
  1. Number of warehouses.
  2. Storage rates for principal commodities.
  3. Number of employees (average for year).
  4. Pay rolls (dollar volume).
  5. Revenue (estimated total for year, all warehousing establishments).
  6. Total local revenue and employment as compared with totals for the region in which the community is located or with other regions.
  7. Recent changes in number of warehouse establishments, firms going out of business, or new warehouses established.
  8. Adequacy or inadequacy of present public warehousing facilities.

(1-8)

*Census of Business, 1939. Vol. III, Services.*

*Municipal and State records, managers, of local warehouses, and chamber of commerce.*

B. Seasonal tendencies in warehousing (month or months with highest dollar volume of business, lowest dollar volume; largest number of employees, smallest number of employees, etc.).

C. General trends in volume of business within recent years.

D. Other facts of importance.

(B-D)

*Managers of local warehouses.*

## XVIII. Banking and finance, insurance.

### A. Banks.

1. Names of principal banks, dates of establishment, and description of each as to kind—national, State, private, mutual savings, industrial (including Morris Plan), Federal Reserve, joint stock, land and foreign banking agencies; also classified as to "unit" and "branch bank."
2. Total number of banks.
3. Employment and pay rolls (for year).
  - a. Average number of executives (including president, vice president, cashier, assistant cashiers, assistant treasurers, and chairman of board of directors if actively engaged on a salary basis).
  - b. Average number of other employees.
  - c. Total salaries, and wages, bonuses, and all other payments to officers and employees (dollar volume).
4. Rank of the largest bank in relation to other banks in the Federal Reserve District, State, etc. (or other helpful comparisons).
5. Bank deposits (number of accounts and dollar volume for year).
  - a. Demand.
  - b. Time.
6. Total loans and discounts (dollar volume for year) total assets.
7. Interest rates.

(1-7)

*Bankers' Directory.* Semiannual. Rand McNally & Co., 536 S. Clark Street, Chicago 5, Ill. Price \$15.

*Assets and Liabilities of Operating Insured Banks.* Annual. Federal Deposit Insurance Corporation, Washington, D. C.

*Officers of local banks, and financial statements of banks in local newspapers.*

- ### B. Financial institutions other than banks (security brokers and dealers, Federal Savings and Loan Association, State building and loan associations, installment finance companies, personal finance companies, mortgage and farm mortgage companies, and miscellaneous, such as commodity exchange and bank clearing house, etc.).

1. Description of important institutions.
2. Employment and volume of business for the year of all such institutions.

(1-2)

*Census of Business, 1939.* Vol. I, Retail Trade, Part 1. (Sales Finance Companies).

*Officers of local financial institutions.*

- ### C. Insurance and brokerage offices (identifiable as business establishments).

1. and 2. (as suggested for B 1 and B 2).

(1-2)

*Local officers and agents of insurance companies.*

### D. General.

1. Total loans through all locally established financial institutions (dollar volume for the year); or sufficient data to indicate the trend toward increase or decrease.
  - a. Loans to business firms or other business organizations.
  - b. Loans to individuals and families.
2. Comparisons, if possible, to show the general trend in interest rates, employment, volume of business and business failures, in local banking, finance, and insurance institutions.
3. Other (such additional information as may be of significance in considering the local situation, particularly with respect to

abilities and inclinations of banks to extend credit to industrial and commercial enterprises. Trends in total dollar volume of savings accounts).

(1-5)

*Local authorities (the local situation may suggest the need for a special field survey).*

XIX. Professional service (physicians, dentists, lawyers, etc.).

A. Number engaged in professional work (other than trading) by—

1. Kind of profession.
2. Sex.

B. Revenues (for year) estimated, or known income from professional work.

C. Employment and pay rolls (for year).

1. Number of employees (office assistants, etc.).
2. Salaries and wages (dollar volume).

D. Comparisons with other years of record, sufficient to indicate trends in average fees charged and trends in the relation between available service and local requirements in each field.

E. Other important data.

(A-E)

*Census of Population, 1940. Vol. II. The Labor Force. In 5 parts. Bureau of the Census. Superintendent of Documents. Price \$12.50.*

*Telephone and city directories, and local professional men.*

XX. Newspapers, radio stations.

A. Newspapers.

1. Names of papers.

a. Dailies (classified as to morning, evening, other, and as to Democratic, Republican, Independent, etc.).

b. Weeklies.

2. Revenues from—

a. Subscriptions.

b. Newsstand sales.

c. Advertising.

3. Employment and pay rolls (for year).

a. Number of executives, contributors (average).

b. Number of other employees (average).

c. Salaries and wages (dollar volume).

4. Largest circulation area (square miles covered by routes).

5. Important changes or trends within recent years.

a. Amount of increase or decrease in largest circulation area.

b. Number and kind of papers added or discontinued.

c. In equipment.

d. Advertising rates and volume.

e. Activities and influence (cooperation on local surveys, charity drives, etc.).

6. Other significant features (such dates of establishment as are of interest, etc.).

(1-6)

*N. W. Ayer & Son's Directory of Newspapers and Periodicals. Standard Rate and Data Service.*

*Advertising Rate Cards of local newspapers and editors, officers and files of local papers.*

B. Radio stations (essential details as to names of stations, ownership and employment, revenues and wattage; and significant trends as to importance as an advertising medium, etc. Any additional details suggested for newspapers that apply to the community's radio facilities).

*Managers of local stations.*

**XXI. Expositions, fairs, and conventions.**

- A. Local facilities (consider convenience and adequacy of assembly places and equipment; all other local features that may appreciably influence patronage. See XV B 9).
- B. Nature of assemblies (annual, occasional, or permanent expositions, fairs, trade shows, etc., of importance to the community considered from the angle of employment, revenue, type, and extent of outside patronage, advantages to business and industry, etc.).
- C. Other (allocation of responsibility for attracting conventions; extent of general cooperation within the community, etc. See also XVI A 2 and XVI H).

(A-C)

*World Convention Dates.* Monthly magazine. Hendrickson Publishing Co., 330 West 42d Street, New York 18, N. Y. Price \$15 per year.

**XXII. Industrial and commercial associations (chambers of commerce, commodity and technical associations, grain exchanges, etc.).**

- A. Names of all associations and institutes having within the area an established place of business, classified as to national, regional, State or local, and by nature of service.
  - 1. Local membership (generally representative of the local business or industry served, or limited in representation).
  - 2. Number employed (average for year).
  - 3. Pay rolls (dollar volume for year).
- B. Effectiveness (of organizations concerned with local conditions).
  - 1. As aid to established local business and industry.
  - 2. In advancing harmonious and cooperative relations with neighboring communities.
  - 3. As factual authorities concerning the kinds of new industries and business establishments desirable from the point of view of successful development of each industry and of the community as a whole.
  - 4. In promoting the location of suitable industries and commercial establishments and in discouraging potential industries under conditions of limited opportunity.

(A-B)

*Trade and Professional Associations in the United States.* Bureau of Foreign and Domestic Commerce. Superintendent of Documents. Price 70 cents.  
*Local industrial and commercial executives.*

**XXIII. Universities and other institutions (State, county, etc., having appreciable enrollments from other communities. Other schools are covered under XXVII).**

- A. Universities, colleges, academies, and all other educational institutions drawing a transient population.
  - 1. Description of each important institution; date of establishment; special features attracting a student population, etc.
  - 2. Enrollment.
    - a. Total for year.
      - i. From local population.
      - ii. From other communities.
      - iii. By age groups (sufficient to indicate predominating types of consumers brought in through these institutions)
    - b. Total for month of highest enrollment.
    - c. Total for month of lowest enrollment.
  - 3. Revenue (dollar volume for year).
    - a. Tuition fees.
    - b. Other (classified as to source).
  - 4. Recent trends in enrollment and revenue.
  - 5. Economic importance of these educational institutions.

- a. Employment and pay rolls (for year).
    - i. Number of teachers and administrators (average).
    - ii. Number of other employees by types of employment (average).
    - iii. Pay rolls (total dollar volume).
  - b. Estimated expenditures within the metropolitan area for supplies, services, and materials necessary for operation (dollar volume per year).
  - c. Estimated total expenditures within the metropolitan area (exclusive of expenditures going to the institutions) of the enrolled individuals indrawn from other communities.
6. Other significant data (capacity in relation to trends in enrollments, etc.).

(1-6)

*Educational Directory. Part 3, Colleges and Universities (1943). U. S. Office of Education, Federal Security Agency, Washington, D. C. Superintendent of Documents. Price 20 cents.*

*Registrars and other offices of local universities and institutions.*

- B. Federal, State, or county hospitals, asylums, etc. (all other than educational institutions largely subject to enrollments from outside the area.
- 1. and 2. (same type of data suggested under A1 and A2).
  - 3. Employment and pay rolls (for year).
    - a. Number of administrative officials and professionals (average).
    - b. Number of other employees, by types of employment (average).
    - c. Pay rolls (total dollar volume).
  - 4. Revenue (for year) classified by sources.
  - 5. Estimated total expenditures within the metropolitan area for supplies, services, and materials necessary for operation (dollar volume per year).
  - 6. Other significant data (capacity in relation to trends in requirements).

(1-6)

*Officers of local, Federal, State and municipal institutions.*

XXIV. Federal, State, or county government establishments (for a State capital or a county seat, such special establishments and facilities as contribute important activities to this type of city).

- A. Description of each important activity and establishment; significant details as to extent of employment and pay rolls for the year, extent of permanent and transient population brought to the area through these activities; consumer characteristics of this population; architectural features of buildings, etc.
- B. Recent changes or trends of importance.

(A-B)

*Local officials of Federal, State, or county governments.*

XXV. Other (all other types of establishments and special features that tend to contribute to the community's employment, purchasing power, and consumption), description of each, and significant details as suggested under XXIV.

*Local authorities.*



XXVI. Summarization of principal State and local laws and regulations (affecting industry and commerce and consumer purchasing power).

A. Taxation.

1. Enumeration of State and local laws and regulations providing for the levying of fees; franchise taxes, business privilege taxes, and other direct taxes, against commercial and industrial corporations, etc., located in the area; also taxes and special assessments on real and personal business property.
2. Enumeration of State and local laws and regulations providing for the levying of direct taxes against individuals and families residing in the area; also taxes on real and personal property (other than business property).
3. State and local excises and other indirect taxes.
4. Recent trends in tax legislation.
5. Tax laws setting up obstacles to inter-regional trade.

(1-5)

*United States Code Annotated.*

*State codes and statutes, municipal ordinances.* Secretary of State.

*State Tax Collections, 1942.* Bureau of the Census. Free.

B. Incorporation, and registration of individuals using a firm name (requirements and cost).

*State Codes.*

C. Labor laws and regulations with respect to—

1. Hours and wages.
2. Unions.
3. Other labor factors.
4. Factory laws.
5. Recent trends in labor organization.

(1-5)

*Handbook of Labor Statistics.*

*Monthly Labor Review.* Bureau of Labor Statistics.

D. Banking and credit.

E. Insurance (restrictions, rates, etc.).

F. Zoning.

G. Traffic (intracity motortruck regulations, etc.).

(D-G)

*State codes and statutes, municipal ordinances.*

H. Local laws regulating competition; other important regulations.

I. All important recent trends in legislation not covered above under individual subjects or included under item XXVII.

J. Recent court decisions of particular importance to the local situation.

K. History of local taxation with respect to efforts to avoid excessive taxing of industry as compared with taxes in other communities within the region (such as efforts toward self-sustaining improvements where feasible, consultation with large tax-paying industries preliminary to planning improvements involving heavier taxes, etc.).

(H-K)

*Local authorities.*

XXVII. Municipal administration and related data.

A. Form of city government (mayor-council, commissions, council-manager, town meeting); comparison with form in comparative cities.

1. Internal organization and personnel.

- a. Departments, boards, commissions (organization chart or other enumeration of data showing the government set-up; departments; number and purposes of all boards and commissions and how members are selected; what municipal

- officials are elected by the people; what officials are appointed by the mayor or city manager).
- b. Number local-government employees (total for year; estimated number part-time employees) classified, as to administrative officials and others.
  - c. Salaries and wages paid from city funds (total for year).
  - d. Trends in pay rolls; personnel lay-offs and salary cuts, etc.
2. Recent changes of importance in municipal administration (such as changes in administrative organization; personnel administration; financial planning; municipal budgeting and accounting; public purchasing policies; municipal powers—recent legislative enactments limiting or increasing municipal powers; city planning and zoning provisions; ordinances relating to retail trade; provisions relating to playgrounds and recreation, and public welfare; police administration; public works, schools and education; public libraries; judicial administration; etc.).

(1-2)

*Municipal Yearbook.* Annual. The International City Managers' Association, 1313 East 60th Street, Chicago, Ill. Price \$5.

## B. Financial statistics.

1. Revenue receipts for the year, classified as to source (general property taxes; special property and other special taxes; poll taxes; license taxes; special assessments; fines, forfeits, and escheats; grants in aid; donations; pension assessments; highway privileges; rents and interest; earnings of general departments; earnings of public-service enterprises, etc.).
  - a. Total.
  - b. Per capita.
2. Payments for operation, for the year (including salaries and wages of personnel), classified as to object of payment (such as general government; protection to person and property; conservation of health, sanitation; highways; charities; hospitals and corrective institutions; education; recreation; miscellaneous).
  - a. Total.
  - b. Per capita.
3. Total gross debt (at year-end accounting—classified as to character of obligations, such as funded or fixed, special assessment bonds and certificates, and revenue notes); "net indebtedness"; or such other classification of debt obligations as will adequately describe the city government's financial situation.
4. Difference between total revenue receipts and total payments for operation in terms of excess or deficit (for the latest year of record).
5. Trends in municipal debt; comparison with other cities.
6. Financing relief and recovery.
  - a. Methods used.
  - b. Trends in number receiving relief from public funds (comparison for recent years of record).
7. Comparisons with other cities.
8. Recent economies effected in local government.

## C. Taxation (by kinds of taxes—real estate, poll, income, license, etc.).

1. Current rates, also comparisons with previous years sufficient to indicate trends; comparisons with comparable areas.
2. Total assessed value of all taxable real estate.
3. Total delinquent taxes for the year (by kind of taxes); total accumulated delinquent taxes.
4. Other facts of importance.

(B-C)

*Individual City Reports.* Bureau of the Census. Free.  
*Municipal Yearbook.*  
*Local municipal authorities.*

- D. Utilities owned and operated (data as to kind and importance of each activity).
- E. Number of registered voters (comparisons with number registered during preceding years of record).
- F. Other facts of significance.

(D-F)

*Local authorities.*

XXVIII. Civic, social, and related facilities and activities.

- A. Clubs, lodges, social service agencies, etc.—general data as to—
  1. Principal organizations.
  2. Nature and importance of influence in the community.
  3. Clubhouses and other facilities.  
*Local sources.*
- B. Churches (number, classified by denominations of membership).  
*Census of Religious Bodies, 1936.* Bureau of the Census. Free.
- C. Schools (exclusive of universities and other institutions under XXIII).
  1. Number, classified as to type (grade, high school, public, private, parochial, etc.).
  2. Recent trends in enrollment.
  3. Adequacy of buildings and other facilities.
  4. Recent trends in public school development. (General situation; salary scale of teaching force in public schools; such comparisons with other cities as may be helpful).
  5. Other facts indicative of educational development.  
 (1-5)  
*Educational Directory.*
- D. Library facilities (number and kind—public, private, special; adequacy).
- E. Theaters, motion picture houses, etc.  
*Census of Business, 1939.* Vol. III, Services.
- F. Playgrounds and parks (description of existing facilities, as to location, size, accessibility, recent improvements, adequacy or inadequacy).
  1. Play lots, for children of pre-school age.
  2. Neighborhood playgrounds, for children up to 14 years.
  3. District play fields, for active play of persons over 14 years.
  4. Athletic fields for organized sports.
  5. Small neighborhood parks, for passive recreation.
  6. Large parks, for passive recreation.
  7. Reservations (large parks left in natural state).
- G. Other recreational facilities, golf courses, fishing and hunting facilities, etc.
- H. Special facilities (central garage, community market, etc.).
- I. Relief facilities.
  1. Community Chest or other local provisions.
  2. Recent trends in the local relief situation.
- J. Health and safety facilities and conditions.
  1. Hospitalization and medical care.

- a. Description of hospital facilities (other than State, county, etc., under XXIII B).
  - b. Provision for free clinics, etc.
  - c. Recent trends in rates to patients, developments in service and facilities.
2. Vital statistics (birth and death rate for year; facts sufficient to indicate trends over a period of years; comparisons with other areas).
  3. Water for domestic use (source, adequacy of supply and quality; recent trends in rate scale to consumers).
  4. Sewerage and garbage disposal.
  5. Fire protection (adequacy, details as to water pressure, placement of hydrants, etc.).
  6. Police protection (adequacy, details as to measures taken to safeguard the community).
  7. Traffic and parking regulations (recent trends toward increase or decrease in traffic accidents). Essential details not included under XXVI.
  8. Sanitary promotion (measures taken to safeguard the public from unsanitary conditions in public eating places, beauty parlors, barber shops; requirements as to care in the wholesaling and retailing of perishable goods, etc.).

(1-8)

*Directory of Hospitals.* American Medical Association, 535 Dearborn Street, Chicago, Ill.

*Vital Statistics Special Reports.* Division of Vital Statistics, Bureau of the Census. Free.

*Water Supply Statistics for American Municipalities.* American City Magazine, 470 Fourth Avenue, New York, N. Y.

K. Other important civic and social features.

L. Recent civic and social changes or trends of outstanding importance.

(A-L)

*Local authorities including chambers of commerce, telephone directory, officials of the public school system, city health officials, etc.*

XXIX. Important physical facilities and special features not elsewhere described (number miles or blocks of pavement, lighted streets, etc.; boulevards, water front, bridges, etc.).

*Local authorities.*

XXX. General statistical recapitulation—a survey of the survey, listing in convenient form for general reference the highlights covered in detail under the various individual subjects. The nature of the special statistics to be included in this recapitulation would depend upon the type of questions most frequently asked, with respect to the area, by local residents and the general public. (This suggestion does not pertain to a published report. A currently maintained reference list or file of this type, as well as the preparation of published reports for specific purposes, is referred to in preceding text pages of this publication touching briefly upon “Planning, Making and Using the Survey.”)

## Sources of Related Material

This material supplements specific references in Section II applicable to points of inquiry enumerated in the basic outline. (Printing-space limitations require that publications referred to in this supplementary list be selected for their potential helpfulness as guides to additional material from other sources, as well as for more direct considerations.)

### Federal Agencies Price Lists

**Price lists by general subjects.** These give the names of publications under the classification and the agency of the Government issuing each publication, and are currently available. Such lists as the following may be of interest: Price List No. 10, Laws; 15, Publications of the U. S. Geological Survey; 21, Fish and Wildlife; 28, Finance; 31, Education; 33, Labor; 35, Geography and explorations; 36, Government periodicals; 37, Tariff and taxation; 38; Animal industry; 42, Irrigation, drainage, water-power; 43, Forestry; 45, Roads; 46, Agricultural chemistry, and Soils and Fertilizers; 48, Weather, astronomy and meteorology; 51, Health; 53, Maps. Government maps and directions for obtaining them; 58, Mines—explosives, fuel, gas, gasoline, petroleum, minerals; 59, Interstate Commerce; 62 Commerce and manufactures; 69, Pacific States; 70, Census publications; and 72, Publications of interest to suburbanites and home-builders. Price lists are obtainable from the Superintendent of Documents, Washington 25, D. C. No charge.

**List of publications of the United States Department of Commerce.** Division of Publications, United States Department of Commerce. No charge.

**Market Research Sources,** a guide to information on domestic marketing emanating from offices of the Federal Government, State governments, colleges, universities, and foundations, publishers of books and trade directories, and from commercial organizations. Bureau of Foreign and Domestic Commerce. Superintendent of Documents. (1940, last edition). 25 cents.

**Domestic Commerce,** an authoritative monthly periodical for disseminating information deemed of importance in maintaining a vigorous and dynamic free enterprise system. Its writers are officials of this and other government agencies, specialists in the subjects covered. Bureau of Foreign and Domestic Commerce. Superintendent of Documents. Yearly subscription, \$1; single copy, 10 cents.

**Trade and Professional Associations of the United States—**a directory of 3,100 national and interstate associations. (1942, last edition). Bureau of Foreign and Domestic Commerce. Superintendent of Documents, 70 cents.

**State—Local Businessmen's Organizations.** Directories for Alabama, Arizona-New Mexico, Arkansas, Colorado, and Connecticut are available, covering trade associations in cities of more than 3,000 population. Available only from Bureau of Foreign and Domestic Commerce. No charge.









